

040704

05909 U.S. PTO

## UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

Sony-07100

## TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of ( ) application identifier or (X) first named inventor, Endler et al,  
entitled METHODS AND APPARATUSES FOR DISPLAYING PROMOTIONS, for a(n):

(X) Original Patent Application

( ) Continuing Application (prior application not abandoned):

( ) Continuation ( ) Divisional ( ) Continuation-in-part (CIP)  
of prior application No: \_\_\_\_\_ Filed on: \_\_\_\_\_

( ) A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification; 28 Total Pages.(X) Drawing(s); 8 Total Sheets.

(X) Combined Declaration and Power of Attorney:

(X) A Newly Executed Declaration (4 pages):

( ) Signed.

(X) Unsigned.

( ) Partially Signed.

( ) A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

( ) Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the  
oath or declaration is supplied, is considered as being part of the disclosure of the accompanying  
application and is hereby incorporated herein by reference.

( ) Signed Statement Deleting Inventor(s) Named in the Prior Application. (37 CFR § 163(d)(2)).

( ) Power of Attorney (unsigned).

(X) Return Receipt Postcard.

( ) Fee Transmittal.

(X) Credit Card authorization in the amount of \$ 1122.00.

( ) Preliminary Amendment.

( ) Information Disclosure Statement and Form PTO-1449.

(X) A Duplicate Copy of this Form for Processing Fee Against Deposit Account.

( ) A Certified Copy of Priority Documents (if foreign priority is claimed).

( ) Assignment Papers (Cover sheet and documents).

( ) Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired.

( ) Other: \_\_\_\_\_

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	30	10	\$18.00	\$ 180.00
Independent Claims	5	2	\$86.00	\$ 172.00
Multiple Dependent Claims (if applicable)				\$0.00
Assignment Recording Fee				\$ 0.00
Basic Filing Fee				\$770.00
Total Filing Fee				\$ 1122.00

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit overpayment to  
Deposit Account No: 50-1963. A duplicate copy of this authorization is enclosed.

Respectfully submitted,

By: \_\_\_\_\_

Richard Butler, Attorney of Record, Reg. No.40,932

Date: 04/07/2004

Correspondence Address:

Valley Oak Law  
5655 Silver Creek Valley Road, #106  
San Jose, CA 95138  
Phone: (408) 223-9763  
Fax: (408) 223-9765

I hereby certify that this is being deposited with the U.S. Postal  
Service "Express Mail Post Office to Addressee" service under  
37 CFR § 1.10 on the date indicated below and is addressed to:

Mail Stop Patent Application  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

By: \_\_\_\_\_

Typed Name: Richard H. Butler

Express Mail Label No.: ER 156987857 US

Date of Deposit: 04/07/2004

17510 U.S. PTO  
10/820832

040704